```
Client Briefing ──10

          ▼
Multi-sensory Fixed-Fluid Analysis ──20

     ┌──────────────────┴──────────────────┐
     ▼                                      ▼
Filter Client Input;                  Recruit Team
Create Multi-sensory              with Representatives of
Strategic Stimulus                 Multiple Intelligences
        ──30                              ──40

35─┤ Verbal                              Verbal │──45
   │ Visual                              Visual │
   │ Spatial                            Spatial │
   │ Musical                            Musical │
   │ Emotional                        Emotional │
   │ Worldly                           Worldly │
   │ Practical                        Practical │
   │ Physical                          Physical │

                     ▼
          Immerse Team in Multi-sensory ──50
               Strategic Stimulus
```

68 Musication   61 Enviro-ception
67 Pixi-genesis ◄──   Energized Idea Generation Exercises   ──► 62 Logi-Collision
66 Texture-cept ◄──   (no specific sequence)   ──► 63 HORIZONING
65 One Word Equity ──60   64 Other Methods

```
                     ▼
70 ─  Multi-sensory Idea Vitality Assessment

                     ▼
80 ─      Energized Idea Selection,
           Expansion & Refinement

                     ▼
90 ─    Presentation of Consumer-Ready
               Ideas to Client
```

FIG. 1

MULTI-SENSORY FIXED-FLUID ANALYSIS

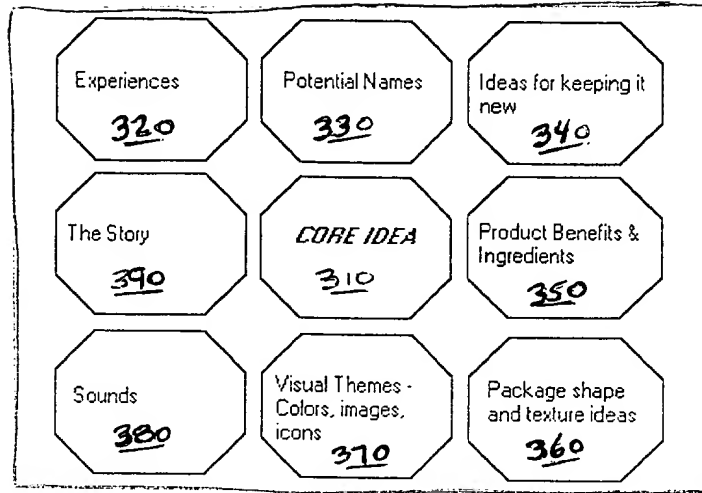|	Fixed	Fluid
Verbal Elements		
Names		
Brand name		
Form Name	—	—
Version Names	—	—
Benefits		
Strategic Brand Benefit	—	—
Variant Benefits	—	—
Other		
Any key identity phrases	—	—
Brand story (legend & lore)	—	—
Visual elements		
Color Palette		
Graphics/iconography	—	—
Key Imagery	—	—
Audio elements		
Musical Identity		
Voice quality	—	—
Tactile elements		
Package shape	—	—
Package material	—	—
In-store display structures	—	—
Product textures	—	—
Experiential Elements		
Product usage experience	—	—
Product choice/versioning	—	—
Web experience	—	—
In-store experience	—	—
In-store themes	—	—
Distribution points	—	—
Physical Elements		
Product category	—	—
Product technology		
current	—	—
future	—	—
Numerical Elements		
Pricing	—	—
Sizing	—	—
Interpersonal/Emotional Elements		
Primary target consumer	—	—
Secondary target consumer	—	—
Product use social context	—	—

200

FIG. 2

Experiences
320

Potential Names
330

Ideas for keeping it new
340

The Story
390

CORE IDEA
310

Product Benefits & Ingredients
350

Sounds
380

Visual Themes - Colors, images, icons
370

Package shape and texture ideas
360

~ **300**

FIG. 3